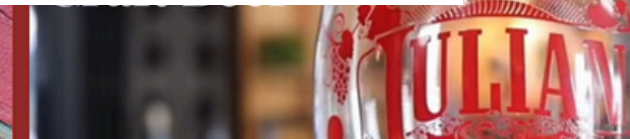
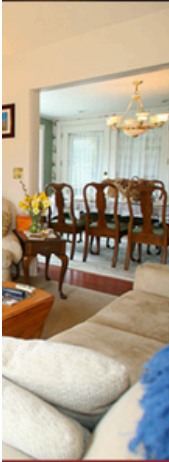


December 2024

Julian Marketing

- Of Members
- To Members
- Social Media
- Print Advertising
- Events
- Website Performance



Outreach

To Members

- Poster Sign ups for 2025
- BOD Elections
- Mixers + Holiday Mixer
- Reminders to vote
- Christmas Donations
- Set Up Volunteerism
- Parade of Lights
- Town Cleanup
- Sidewalk Cleaning
- Merchant of the Year
- Business Excellence




Sign up Today

Get Your Business Featured at the Visitor Center.

Each month we offer 3 to 4 spaces to feature our members.

Secure your spot now! Click on the link in the post.



To Community

- Shop Local
- Town Cleanup
- Holiday Parade
- Merchant of the Year
- Business Excellence

Holiday Shop Local Program Returns

WIN A \$500 JULIAN SHOPPING SPREE!


Begins Nov 15 Ends Dec 31



For Every \$25 you spend with a Julian business or donate to a local organization, you will receive one entry into the raffle.

CONTEST FOR LOCALS ONLY (92036 & 92070)


To Visitors



vote Reminder

Sent Email • Sent yesterday at 3:4


318 sends • 149 (48%) opens • 2 (1%) clicks • 1



Power on - Event on Mixer

Sent Email • Sent Dec 11, 2024 at 9

316 sends • 169 (56%) opens • 4 (1%) clicks • 1



Action Requested Ballots and M

Sent Email • Sent Dec 3, 2024 at 2:

319 sends • 213 (70%) opens • 9 (3%) clicks • 1



Visitor Holiday Email

These results are in less than 24 hours

Sent Email • Sent yesterday at 4:31pm

6,104 sends • 2,911 (51%) opens • 178 (3%) clicks



Visitor Holiday Email

These results as of 12/17

Sent Email • Sent Nov 19, 2024 at 4:31pm

6,104 sends • 3,744 (66%) opens • 277 (5%) clicks • 1

SOCIAL MEDIA

As of 12/17/24

Instagram

Last 30 Days ▾ Nov 18 - Dec 17

Overview

You reached **+11.5%** more accounts compared to Oct 19 - Nov 17

- Accounts reached: 12.6K **+11.5%**
- Accounts engaged: 1,264 **+37.2%**
- Total followers: 15.8K **+2.6%**

Stories Last 30 days

Accounts reached

1,128	559	509

480	396

Views breakdown

Nov 20 - Dec 17

Content overview

All Posts **Stories**

Total

77,847 **↑ 0.9%**

Views **3.3K** **↑ 58.2%**

Reach **1.7K** **↑ 105.3%**

From organic

100% **0%**

Visits **to Profile**

3K **↑ 0.8%**

Visit Julian, California
A Premier Mountain Getaway, just an hour east of San Diego

- Visit Our Website
- Julian Real Estate Services
- Get Our Emails : Sign Up to Stay in Touch
- Check Out Our Calendar
- Listen to Our Podcast
- East County Performing Arts Association

All Last 30 days

Accounts reached

5,216	3,418	3,006

2,971	2,685	2,609

2,319	1,721	1,499

All Last 30 days

Accounts reached

1,489	1,328	1,182

1,205	1,154	1,107

All Last 30 days

Accounts reached

1,059	987	783

890	866	895

Views and clicks **Clicks**

Views: **156** Clicks: **107**

Current Cover Photo



Page Overview

Followers: 29,997

Last 28 days

	Post reach	26,910
	Post Engagement	2,972
	New Page likes	58
	New followers	112

Top post

Last 28 days

Boost this post to reach up to 15337 more people with every \$203 you spend.



Apple Alley Bakery Pies and Lunch 760-765-2532 Pre-order your gluten free pie. In The Heart of Julian 2122 main Street...

Published by Robin Boland

November 19 at 9:20 AM

Post Impressions
2,462

Post reach
2,347

Post Engagement
329

Still showing as top post last 28 days

	Post reach 760	Engagement 102		Main Street Power Resto to come up and stroll M to seeing you. VisitJulian Wed, Dec 11	Post reach 1,303	Engagement 72		A visit to Julian is sure to put you in the l out our calendar for all the details. https: #julianexperiences #visitjulian #wynolaca Sat, Dec 7	Post reach 1,837	Engagement 182
	Post reach 1,100	Engagement 59		CHRISTMAS WITH THE / the holiday season amid open spaces. Share this Tue, Dec 10	Post reach 700	Engagement 22		Happening Tomorrow in Julian at the Jul Season in Julian, with fun happenings all #juliancountrychristmas #wynolacaliforni Fri, Dec 6	Post reach 801	Engagement 25
	Post reach 507	Engagement 19		Come and visit the mine 10:00AM TO 5:00PM 232 #eagleminingcompanyj Tue, Dec 10	Post reach 953	Engagement 49		Tomorrow evening in Julian. A small tow e will travel down Main Street Julian at lea: decorated cars. Right after the parade at Fri, Dec 6	Post reach 1,930	Engagement 60
	Post reach 1,218	Engagement 36		Crow and Lilac is home t is an art gallery/boutiqu skincare. 2608 B Street, Mon, Dec 9	Post reach 588	Engagement 27		Dudley's Bakery. Creating beautifully deli h the recipes proven for more than 50 year bringing families together, about taking i e... Fri, Dec 6	Post reach 646	Engagement 44
	Post reach 567	Engagement 26		Julian Tea and Cottage A Wednesdays) from Thur: also available To Go. The Sun, Dec 8	Post reach 1,216	Engagement 66		Looking for a quiet and secluded spot, ju Cabin in Wynola for a fantastic stay! "Enj park-like setting with wild turkeys and oc l... Thu, Dec 5	Post reach 1,189	Engagement 40
	Post reach 996	Engagement 76		We had such a great tim video of almost all of ou #julianevents #julianexp Sun, Dec 8	Post reach 1,339	Engagement 91		Be sure to visit our calendar for all the gr Thu, Dec 5	Post reach 3,309	Engagement 290
	Post reach 493	Engagement 17		Holiday Farm Tour Adve throwing, slingshot galk registration is required c Sun, Dec 8	Post reach 527	Engagement 9		Don's Market Our store is dedicated to se al products, and reasonable prices. (760) 76 / Our Mission Dons Market Started by owr .. Wed, Dec 4	Post reach 555	Engagement 35
	Post reach 188	Engagement 12								

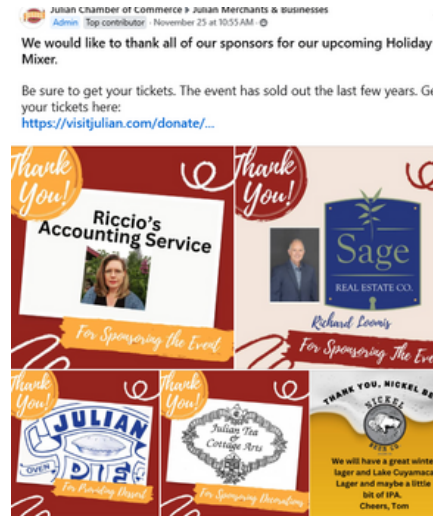
Social Media Shares

Visit Julian 11/18 - 12/19

- 11/18 Mountain HIke Visit San Diego
- 11/19 Apple Alley Bakery
- 11/20 Dark Sky Den
- 11/21 Artists' Loft
- 11/22 Blue Door Winery
- 11/23 Tree Lighting
- 11/25 C Street and Main
- 11/26 Cabin At Strawberry Hill
- 11/27 Calico Ranch & Cidery
- 11/28 Happy Thanksgiving
- 11/28 Country Christmas
- 11/29 Wynola Junction Antiques
- 11/30 Country Christmas
- 12/03 Casa de Julian
- 12/5 Couple's Cabin in Wynola, The
- 12/5 Holiday Happenings list
- 12/6 Dudley's Bakery
- 12/6 Light Parade/ Sing along
- 12/7 Fort Cross, JFO, Banner Ranch Cider Mill JMC holiday happenings
- 12/8 Fort Cross
- 12/8 Parade of Lights Reel
- 12/9 Crow & Lilac
- 12/10 Eagle Mining Co.
- 12/11 Power Restored
- 12/12 Camp Cedar Glen
- 12/13 Camp Stevens
- 12/14 Cozy Cowboy Cabin
- 12/15 el Castillo
- 12/16 Jeremy's On The Hill
- 12/17 Crooked Pine Farmhouse
- 12/18 Volcan Mountain Winery
- 12/19 Julian Grille

Julian Chamber 12/08 - 12/19

- 12/8 Julian Theater Company Christmas Carol
- 12/9 The Bohemian Bee LLC
- 12/10 Bree Elizabeth Aesthetics
- 12-11 Julian Asphalt, Inc.
- 12/12 Julian Community Heritage Foundation
- 12/13 Julian Dark Sky Network
- 12/16 Julian Fire Safe Council
- 12/17 Julian Historical Society
- 12/18 Backcountry Communities Thriving
- 12/18 Julian Pathways, Inc.
- 12-19 Julian Pioneer Museum



RESULTS


11/20/24



Views
399 ↓
71 less than usual

Watch time (hours)
7.8 ↓
2.2 less than usual

330
Subscribers



84 Following **361** Followers **858** Likes

Impressions ⓘ
2.64k ↑ 281%

Engagements ⓘ
44 ↑ 90%

Outbound
3 0%

Saves ⓘ
10 ↑ 800%

Total audience ⓘ
1.7k ↑ 203%

Engaged audience
33 ↑ 94%

11/20/24 Connected IG to Pinterest

Visitor Center/Town Hall

Your performance at a glance

33 calls
+65%

314 people asked for directions
+48%

41 website visits from profile
-19%

1,527 profile views
+22%

464 searches
+63%

Julian Chamber

Your performance at a glance

36 calls
-20%

70 people asked for directions
+16%

57 website visits from profile
-12%

256 profile views
-5%

53 searches
+76%

November WEBSITE RESULTS

Active users [?] 37K
 New users [?] 36K
 Average engagement time 1m 02s

Landing page: Landing page

1	/visit-julian-webcam	15,780
2	/	11,909
3	/julian-events	4,581
4	/to-see-do/attractions-activities	4,245
5	/to-see-do/special-events/country-christmas	4,098
6	/u-pick-orchards	2,669
7	(not set)	2,606
8	/to-see-do	1,836
9	/to-see-do/special-events/apple-days	846
10	/dog-friendly-julian	676
11	/camping-in-julian	575
12	/fall-colors-in-julian-ca	508
13	/apple-pie	486
14	/lodging	456
15	/historic-julian	381
16	/food-drink/dining	377
17	/shopping	375
18	/kids	342
19	/lodging-cabins-cottages-houses-julian	307
20	/tours-gold-mines	307

Engagement overview

Event count by Event name ✓

EVENT NAME	EVENT COUNT
page_view	131K
user_engagement	61K
session_start	56K
first_visit	36K
scroll	20K
click	11K
Outbound Link Clicks	10K

New users [?] 36K
 Returning users [?] 8.3K

Acquisition

Sessions by

Session primary channel

SESSION PRIMARY CHAN.	SESSIONS
Organic Search	44K
Direct	10K
Referral	1.5K
Organic Social	595
Unassigned	200
Email	1

Top Page Visits

Views by

Page title and screen...

PAGE TITLE AND S...	VIEWS
Visit Julian Webcam ...	20K
Visit Julian Californi...	15K
U-Pick Orchards & Ot...	12K
Julian Events -	9.9K
Attractions & Activiti...	6.9K
Country Christmas in...	5.9K
Restaurants, Dining i...	5.5K

Referrals

Sessions by

Session manual so...

SESSION MANUAL ...	SESSIONS
google	41K
bing	1.2K
yahoo	676
duckduckgo	450
sandiego.org	310
visitcalifornia.com	271
m.facebook.com	262

WEBSITE RESULTS

November 2024

Top, Non Advertising Outbound Clicks

lagunamountain.com/ 1921
lakecuyamaca.net/webcam 1181
julianfarmandorchard.com/ 319
juliandarkskynetnetwork.com/index.html 302
apple-starr.com/ 235
theeaglemining.com/ 235
julianhotel.com/ 213
ranchitadelreo.org/ 210
calicoranch.com/ 169
orchardhill.com/ 141
crosscutfarmandorchard.com/ 140
julianpie.com/ 116
juliancafe.com/ 105
julianlodge.com/ 98
www.instagram.com/visitjulian/ 88
julianminingcompany.com/ 87
lagunamountain.com/ 86
ramonaevents.com/ 85
julianappletreeinn.com/ 84
www.recreation.gov/campgrounds 81
minersdinerjulian.com/ 78
californiawolfcenter.org/ 75
julianapplealley.com/ 70
julianfarmandorchard.com/ 70
bannerranchjulian.com/ 67
momspiesjulian.com/ 67

Downloaded Files

Julian-hiking-trails-B.pdf 40
History.pdf 12
Santa_Ysabel_East_Brochure.pdf 18
cleveland-national-forest-visitors-guide.pdf 1
Santa_Ysabel_West_Brochure_FINAL.pdf 10
Volcan_Mountain_Brochure_FINAL.pdf 27
Night-Sky-Viewing-in-Julian.pdf 4
julian-camping-b2.pdf 27
Julian-Historic-Walking-Tour-9-22.pdf 7
Attractions-01-24.pdf 12
Dining-Bakeries-02-24.pdf 12
Galleries-Antiques-Museums-Historic-Jail 5
julian-military-discounts-1-2024.pdf 3
Julians-Surrounding-Areas-Hiking-Trails-1-24.pdf 4
Town-Maps.pdf 15
Wineries-Beer-Cider-1-2024.pdf 5
Camping-5-2024.pdf 14
Julian-Lodging-List-05-24.pdf 41
Specialty-Shopping-05-24.pdf 8
Eagle-Rock-Hike.pdf 1
Julian-Guide-Fall-2024.pdf 379

In Addition, there were 301 “clicks to call” during this time period and 20 clicks on maps for profiles